

Message Text

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PAGE 01 OSLO 04297 211139Z
ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 /021 W
-----054955 212110Z /21
R 211005Z SEP 77
FM AMEMBASSY OSLO
TO USDOC WASHDC
SECSTATE WASHDC 4444

UNCLAS OSLO 4297

FOR WTDR SECTION, USDOC

E.O. 11652: N/A
TAGS: BEXP, BBAK, NO
SUBJECT: WTDR INFORMATION ON TELE-SIGNAL A/S, OSLO

REF: FITZPATRICK OM 9/6/77

1. EMBASSY CONTACTED FRYRAND, MANAGING DIRECTOR OF TELE-SIGNAL A/S,
ON SEPTEMBER 15.

2. FYRAND SEEMED TROUBLED BY INQUIRY FROM PICKERING AS ORDER HAD
BEEN

PAID PROMPTLY AND HE FELT NO FURTHER COMMITMENTS EXISTED.

FYRAND'S ANSWERS TO QUESTIONS IN REF. OM:

A. END-USERS OF MORSE CODE TRAINING EQUIPMENT ARE NORWEGIAN
TRAINING SCHOOLS FOR MILITARY AND MERCHANT MARINE RADIO OFFICERS.

B. SUBJECT ORDER WAS SAMPLE. FYRAND IS RELUCTANT TO PREDICT A LARGE
POTENTIAL FOR THIS TYPE OF EQUIPMENT, AND STATED THAT HE DID NOT
INDICATE A LARGE MARKET POTENTIAL IN HIS COMMUNICATION WITH
PICKERING.

C. EQUIPMENT RECEIVED IN SAMPLE ORDER WAS USED FOR DEMONSTRATION
PURPOSES WITH LITTLE IMMEDIATE RESPONSE FROM END-USERS.

D. AS INDICATED IN WTDR, TELE-SIGNAL A/S IS A SMALL COMPANY. IT
NOW HAS 5 EMPLOYEES, ALTHOUGH ANNUAL TURNOVER IS APPROACHING
\$5 MILLION. COMPANY'S MARKETING EFFORTS ARE CONCENTRATED ON
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NORWEGIAN MARITIME SECTOR. DUE TO PRESENT DEPRESSION IN
SHIPPING, GREAT EFFORTS HAVE BEEN NECESSARY TO UPHOLD POSITION
IN MARKET AND FIRM HAS NOT FOUND IT POSSIBLE TO PLACE GREATER
EMPHASIS ON PICKERING PRODUCTS.

3. EMBASSY DOUBTS THAT FIRM WAS ACTING IN BAD FAITH AND HAS HEARD NO
OTHER UNFAVORABLE COMMENTS ON FIRM, WHICH REPRESENTS SEVERAL

IMPORTANT US COMPANIES. ITS LOCAL REPUTATION IS GOOD, AND WTDR
WILL BE SUBSTANTIALLY ACCURATE WITH ADDITION OF SENTENCE QUOTE:
ALTHOUGH PAYMENT IS PROMPT, SMALL STAFF MAY AT TIMES MEAN DELAY
IN ANSWERING SUPPLIERS' ENQUIRIES. UNQUOTE.

4. WE APPRECIATE PICKERING INQUIRY AND WILL KEEP IT WITH TELE-
SIGNAL FILE TO REFER TO IN CASE OF OTHER COMPLAINTS.
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Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
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Disposition Event:
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Disposition Reason:
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Subject: WTDR INFORMATION ON TELE-SIGNAL A/S, OSLO
TAGS: BEXP, BBAK, NO
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